

## A Service Design Experience



This Saturday I went to buy an iPhone. Me being a spendthrift and the iPhone a somewhat pricey gadget, I'd been waiting some time to purchase.

Upon visiting my local Carphone Warehouse, I was greeted with a hand-drawn sign on the door stating that the system was down and thus the store closed. Assuming this was a store-specific issue, I went to the next nearest store, who frustratingly were experiencing the same problem.

I knew O2 offered the iPhone also, so I jumped on the tube to the nearest store. After queuing for 20 mins and going through the motions of the sale, I was abruptly told that I could not purchase today as my address was not in their database, so would have to come back in 24 hours. I'm sure you can appreciate how frustrating this was.

Arriving home empty-handed, I tweeted: »Went to get iPhone today. Carphone Warehouse - all systems down. O2 - my address not in database, computer says no. Grrrr :(«

A few hours later I got an unexpected reply from @guy1067: »@hunthunthunt I wrk 4 Carphone. Apologies 4 yesterday. V frustrating 4 u. Systems down, lots of disappointed customers.«

A small gesture and a pleasant surprise which more than remedied my lingering frustration. Turns out @guy1067 is the »Online help manager at Carphone Warehouse« who tweets at: [HTTP://TWITTER.COM/GUY1067](http://twitter.com/guy1067) and blogs at: [HTTP://ONLINEHELPTWOZERO.WORDPRESS.COM/](http://onlinehelptwozero.wordpress.com/)

The following day I returned to Carphone Warehouse and got my iPhone.

Anthony Hunt, London, UK



**AQA - A text service that will tell you anything, instantly.**

I used this service to find out lots of the answers to my local pub quiz, it's very, very useful and discreet. The service is so simple, it just connects you with someone in front of Google by SMS.

Paul Thurston, London, UK



### Muni Metro

The Muni Metro is a local subway in San Francisco. Over the years a diverse collection of signage has accumulated on the windows of many agent booths. The signs are designed to provide information to common questions, but end up serving as a barrier. Agents routinely cover the openings that are built into the booth for asking questions, cutting off access.

Jeff Howard San Francisco, California